PRESS RELEASE

**Presentation of nominees for the Formex Nova award 2018**

*The nominees are now finalized for the Formex Nova design award – which will be awarded at the Formex Nova ceremony August 21, 2018. One young unestablished designer operative within the Nordic region is each year selected by an expert jury to be awarded the title Formex Nova award winner. Formex Nova was established by the Swedish design fair Formex in 2011 with the purpose to promote high quality Nordic design.*

**The Formex Nova nominees of 2018 are:**

[**Denmark - *Troels Flensted***](https://troelsflensted.com/)

TROELS FLENSTED STUDIO was founded in 2015 by Troels Flensted, who studied

product design at Central Saint Martins in London. Troels Flensted’s passion and

interest in materials is the starting point of all new projects and experiments in his

studio, which has led to numerous talent awards, grants, prestigious exhibitions and

commissions. The studio is based in Copenhagen, Denmark and is working with talented interns, freelancers and external experts from all over the world.

The jury’s motivation: In Troels Flenstedt’s design, the focus for the expression is material and colour. By working with the materials from the ground up, he creates utility goods with a rich variation, where he allows for contingency to be a part of the result.

[**Iceland - *Ragna Ragnarsdóttir***](http://ragnaragnarsdottir.squarespace.com/contact/)

Ragna Ragnarsdóttir, born in Iceland, graduated from Ensci Les Atelier in 2016. By working in the intersection of design, art, craftsmanship and production, she explores new creative processes. Ragnarsdóttir is constantly looking for innovative ways to mix materials with the mission to create interactivity between the product and the user.

The jury’s motivation: Ragna Ragnarsdóttir´s design is humoristic, personal and headstrong. Her objects have a mystic feeling about them that makes one think of Icelandic sagas and to the unique nature of the country. At the same time they carry traces of Chinese aesthetics.

[**Finland - *Elina Ulvio***](http://www.elinaulvio.fi/INFO)

The Helsinki-based and award winning designer Elina Ulvio has a background in architecture which has greatly influenced her design. She makes furniture and interior objects where space and form merge to create versatile dimensions of functional art. She adds a unique touch to her objects while still maintaining their functionality.

The jury’s motivation: Elina Ulvio’s expression is minimalistic and functional and gives off an obvious elegance. Her design has a clear connection with the Finnish minimalistic architecture and design.

[**Norway - *Cecilia Xinyu Zhang***](https://northern.no/wr/designer/cecilia-xinyu-zhang/)

Cecilia Xinyu Zhang was born and raised in Beijing before moving to Gothenburg, Sweden, to do her masters at HDK - Academy of Design and Crafts. After graduating, she moved to Bergen, Norway where she produces designs including altering perceptions of objects and space by exploring the potential to create optical illusions in everyday products.

The jury’s motivation: Subtle and aesthetically appealing – with a twist. Cecilia Xinyu Zhang creates objects with a confident graphic sharpness, that become artworks in the room.

[**Sweden - *Alexandra Nilasdotter***](http://www.nilasdotter.com/)

Stockholm-based ceramicist and product designer Alexandra Nilasdotter graduated from The Royal Danish Academy of Fine Arts 2017. She is inspired by architecture, industrialism and minimalism which is visible in both her own production as well as in her design for other brands. She designs products that are both unique and functional.

The jury’s motivation: Alexandra Nilasdotter creates ceramic, carefully made utility goods. She possesses a strong sense of design and a high level of craftsmanship. The result is a beautiful and functional design.

**The Formex Nova Jury of 2018 are:**

Lotta Lewenhaupt – journalist and writer
Kerstin Wickman – professor in design history
Anders Färdig – founder and CEO of Design House Stockholm
Alexander Lervik – designer and entrepreneur

Fredrik Färg & Emma Blanche – guest jury member 2018, design studio Färg & Blanche

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*Formex is arranged by Stockholmsmässan and takes place twice a year. It is the leading Nordic meeting place for new products, business opportunities, trends, knowledge and inspiration in the interiors industry. Formex welcomes 850 exhibitors, 23,000 trade visitors and more than 650 media representatives*